OUR WORK

LIVESTOCK MARKETING ASSOCIATION

February 2018

Empowered by … Personal & Professional Development

The Livestock Marketing Association (LMA) is the leading advocate for the livestock marketing industry – auction markets, livestock dealers and others involved in facilitating the sale and trade of U.S. livestock. While the ways in which livestock are marketed in the U.S. have changed significantly throughout U.S. agriculture's history, the trade and sale of livestock continues to be a significant part of American agriculture.

As a member-driven, industry leading organization, LMA takes seriously its role in representing its members at the local, state and federal level for various policy and regulatory conversations. In addition, the Association works to ensure livestock markets continue to be a method for true price discovery in the U.S. As commerce policies and practices change within the U.S., the Association participates in regular conversations with its allied industry partners and leaders who affect the viability of livestock markets.

Livestock – particularly cattle, traceability for both disease detection and prevention as well as for marketing opportunities – both domestic and international, has been a topic of significant interest to livestock owners, marketers and buyers over the past several years. As the conversation about cattle traceability continues, LMA's board of directors and professional staff determined the Association needed to revisit the Association's current policy regarding livestock traceability. To ensure a quality conversation, LMA chose to hire Roots & Legacies to facilitate the one and one half-day conversation.

Roots & Legacies worked with LMA's professional staff to design a facilitated conversation plan that ensured a challenging yet beneficial conversation.

Following the facilitated conversation, LMA shared, **"J.J. skillfully framed up and facilitated a difficult conversation for our leaders. Under his direction, the group opened up and discussed the topic from different angles."**